

**Pacific Palisades Business Improvement District**  
Board of Directors Meeting  
Wednesday, March 2, 2016

In Attendance:

Board of Directors:

Elliot Zorensky, Lee Ford, Joyce Brunelle, Rick Lemmo, Shaun Malek, Asvina Narain, Erika Martin, Sue Pasco, Michael Moore, Mike Kirk

Excused: Peter Scolney, DeeDee West, Lynn Borland

Staff: Laurie Sale, Executive Director

Opening/Announcements:

Meeting called to order by President, Elliot Zorensky at 8:37am

Public Comment:

No public comments

Approval of Minutes:

**Motion: Elliot asked to approve the minutes. Moved by Joyce and seconded by Lee. Unanimously approved.**

LAPD/SLO Report from Officer Moore:

- Vandalism

Compared to last year we have a down incline in crime. We started the year with -53% crime and now we are at -34% crime. Biggest crime is vehicle break in and residential burglaries. Vehicle break in are during the day time with the hikers and in the evening when home owners are sleeping and they leave personal items in their cars. Unable to control hikers because we don't know where they're coming from, therefore, we are unable to inform them to not keep valuables in their car. Most times the hikers leave their keys on their tires, same thing with surfers on PCH & Sunset. One directive is to ensure there is a Business Watch in the Palisades, which is what the BID is considered to officially be. Officer Moore distributed a handout for what businesses should look out for with crime prevention as part of a Business Watch passage. Pending distribution to businesses in the community. Officer Moore went to the City to see if they can post signs on Temescal warning people not to leave valuables in their car, but the City doesn't want to yet because of the cost. Since Los Angeles cannot afford cameras at every signal, Officer Moore reached out to different neighborhood watch and home owner associations to see if they can fund their own camera system. This will allow the City to tap into the video footage in the event of an emergency or to obtain video evidence of something that's occurred. Vandalism is generally conducted by younger persons. Other incidents are neighbor disputes or road rage incidents where a suspect steals another person's parking spot. Laurie requested Officer Moore to give a presentation at the annual meeting every year that takes places with the BID committee and the community about safety measures businesses and people can make to prevent crimes and remind people not to leave valuables in their car.

- Grand Theft Auto:

Mainly happens on Sunset & PCH. We have had a total of 4-5 auto thefts this year. Most are preventable with an alarm system, club, and kill switches. Most common vehicle stolen in West Los Angeles are older model Honda's, but in Pacific Palisades its mixed base: older and high end vehicles.

- Graffiti:  
Graffiti around the Palisades isn't as much of a problem anymore especially since the Palisades Group Boys gang is now grown up and are no longer a gang. Occasional tagging occurs at the South end when the Santa Monica gangs come to hang out on the bluffs to get away from their environment momentarily.
- Homeless:  
The homeless have adapted, they're out at night but packed up prior to sunrise so they're not visible to the public. Larger encampments are no longer an issue. It is illegal to be on the beach between 10pm-6am. If there is an issue, call the LAPD non-emergency # so officers can go out and take a look. If the community supports this cause by calling the LAPD when homeless are visible, it can help prevent the drastic up rise of large encampments like last summer.

**Action: Officer Moore will reach out to the Chamber of Commerce about the Business Watch and Laurie will email the crime prevention handout to people who she has mailing lists for. If you have not yet filled out the Trespassing Form, please do so and send it to Laurie, who will then deliver them to Office Moore**

#### Project Updates:

- Crysalis:  
Contracts are executed and operating as of February 15, 2016. Previous schedule with the Chamber was 1 person for 1.5 day, then they added 2 people for 2 full days, therefore we have three people two times per week, resulting in 6 workdays versus 1.5 days before. Chamber still pays their 1 person, 2 days a week. Proposed photo op once vests have arrived.
- Power Washing-Report:  
Power washing is currently being scheduled for once a year, but will eventually be twice a year, perhaps once in January and the other after 4<sup>th</sup> of July. Once contracted, we will monitor the company's services, verify budget, and vote for power washing services to be twice a year.

We originally had 3 bids. One company did a sample test, but it didn't look any different. Laurie has reached out to the company for follow up to no avail.

The second bid obtained was from Super Clean, a business owner who lives in Pacific Palisades. They performed a sample and it made a big difference in the gum removal from the sidewalks. It will take a few times, but eventually the gum will disappear, which is the ultimate goal. The proposal was bid for twice a year, with the first service costing \$12,500. This company brings his own grey water, recycles it for reuse, and takes away the debris. The work would take place 7-8 nights from 11pm-7am nightly.

The third bid is from Spectrum whose service fee is \$5,000. We will have to supply water and pay a local landlord for their water use. An option to use water trucks is available and ranges between 900-1500 a day. They will require 1500 gallons of water to perform the pressure washing. If we sign a contract with them for two years, they will give us a 10% discount. Elliot will inquire with the City Fire Department to see if we can use their water source and concurrently will arrange for Spectrum to do a sample.

**Motion: Elliot made a motion to vote for the one time power washing service for \$12,500. Joyce and Lee second. Unanimously approved.**

Power washing is only services up to the property line. We will perform the services the first time, and when we are ready to perform services again, maybe the Chamber can call its members to reach out and see if business owners are interested in piggybacking on our pressure washing and pay a contribution towards the services. After the work is completed maybe the newspapers can publish it with a photo of before and after.

- Business Cards  
Distributed to BID committee
- New Phone Number  
(424) 256-5733

Report from Committees:

- Holidays Decoration Committee - Chaired by Susan with Shaun and Joyce as committee members.
- 4<sup>th</sup> of July Parade – A few ideas is to consider having a float in the parade with possibly using a flatbed truck with trash cans inviting people to throw their trash away. Another option is to reach out to the City to see if they can drop off trash cans prior to the parade, while concurrently working with the residential home owners on strategically placing the bins in front of their homes, then arranging for the City to come back and pick them up afterwards.

**Action: Susan will reach out to the City about pricing and logistics of the trash can. Joyce will call the Palisades Americanism Parade Association (PAPA) to obtain their feedback on these ideas.**

Another option is a couple of kids walking with signs with the BID logo on it asking people to please throw away their trash and recycle.

- Christmas Lights: LED lights would be the best option on how to decorate the trees along Sunset. Susan will talk to an electrician to find out the cost to wire the trees from the sidewalk. An alternative to LED lights are solar lights. Between the Fire Station and Monument, new trees were planted which are relatively small, however, between Monument & Swarthmore, there are two larger trees which we should use for the lights.

**Action: Need to determine if the cost of the lights and installation would be a BID cost or a business owners cost, as well as research the feasibility of installing them.**

- Happy Holiday Signs: Consider putting signs on the lamp posts and across Sunset Blvd. The cost of the permits are inexpensive, except arrangements needs to be made in advance, prior to others obtaining permits for their signs. The sign going along Sunset can be expensive because it's so big. Maybe the Chamber or Caruso would be interested in sharing costs.

Committee will meet again prior to next BID meeting on April 6, 2016.

- Financial Update:  
Bookkeeper- Peter  
Total loan amount requested is \$142,000.00. The 1<sup>st</sup> payment was received from City of Los Angeles in the amount of \$45,000. Issued a second invoice to the City of LA requesting a \$12,000, which we should have in 3 weeks. Payments' won't be dispersed until after April 12<sup>th</sup>.

Discussion regarding the need for a CPA to prepare the year end statement report and a bookkeeper for quarterly reports. Peter would like somebody in town that has a history of giving numbers at a reasonable price. Joyce suggested Midwin.

**Action: Update needed from Peter at next meeting on the status of this**

- Loans- The debt has been forgiven by many of the business who provided loans. Debt was originally \$24,750, but is now down to approximately \$8,000

**Action: Elliot will check budget to see how many funds are allocated to the Holiday Decorations.**

New Business:

None

Elliot concluded the meeting at 9:31 a.m.

The Pacific Palisades BID follows the California Ralph M. Brown Act - all meetings shall be open and public except when the Brown Act authorizes otherwise.